

Historic, Archive Document

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**Weigela
Eva Rathke**

Probably one of the most profuse everblooming shrubs. Graciously arching sprays covered with multitudes of flowers. Semi-dwarf. 18 to 24 in., reg. 50c; special, 10c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.

Weigela Rosea

Beautifully symmetrical and graceful bush; similar to Eva Rathke but with a profusion of glorious pink bloom. Tall. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft., reg. 80c; special, 75c each.

Golden Jubilee Descriptive Catalog

Free
For the Asking

One of America's most comprehensive hardy plant catalogs. A compilation of all the varieties that we have grown and retained, as thoroughly tested and valuable plants, after 50 years of study. Think of it. Nearly three thousand varieties and sizes offered, each variety described for you. Naturally our slogan, "Everything That's Good and Hardy" is truly emphasized in this fine book of Nursery Knowledge.

Bechtel's Double Flowering Crab

(Malus ioensis plena)
A profusion of large, deliciously fragrant, double pink flowers in June. Makes a very compact and shapely small tree or large shrub. Unsurpassed as an artistic lawn specimen. 18 to 24 in., reg. 50c; special, 50c each. 2 to 3 ft., reg. 60c; special, 75c each. 4 to 5 ft., reg. 80c; special, \$1.40 each.



Philadelphus Virginian

Wonderful New Double Mock Orange

(Philadelphus Virginian)

Extremely floriferous and purest white. Tall. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 70c; special, 50c each. 3 to 4 ft., reg. \$1.00; special, 75c each.

Glorify Your Garden with our fine ornamental trees

Japanese Flowering Crab

(Malus floribunda)
(Not pictured)

Most gracefully large shrub with drooping branches literally alive in early spring with myriads of small delicate pink buds and flowers. 18 to 24 in., reg. 75c; special, 50c each. 2 to 3 ft., reg. 90c; special, 75c each. 4 to 5 ft., reg. \$1.40; special, \$1.20 each.

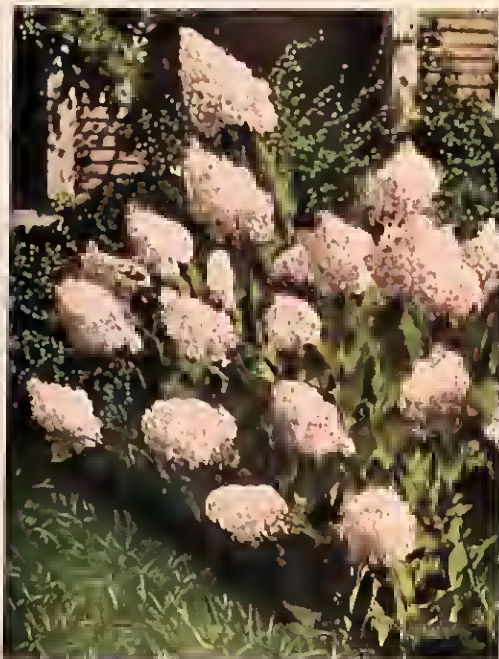
High Bush Cranberry

(Viburnum opulus)

Pretty white flowers followed with an abundance of brilliant scarlet fruits that hang on well into the winter. Loved by the birds. Tall. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. 80c; special, 75c each.



High Bush Cranberry.



Hydrangea P. G.
(Pegee)

Glorious in late summer with mammoth pyramids of snow white blooms turning to pink and bronze. Semi-dwarf. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.

Common Purple Lilac

(Syringa vulgaris)
Loved by everyone from their remembrance of it in Grandmother's Garden. Tall. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft., reg. 80c; special, 75c each.

Boston Ivy
(Amelopsis trilobophylla roitchii)
(Not pictured)
The very best clinging vine. Foliage takes on beautiful autumnal tints. Strong, 2-yr. plants, reg. 50c; special, 40c each. Strong, 3-yr. plants, reg. 75c; special, 50c each.

Deutzia Gracilis

(Not pictured)
A most useful dwarf shrub with multitudes of peacy white bloom in May. 15 to 18 inch, bushy, reg. 50c; special, 40c each. 18 to 24 in., extra bushy, reg. 65c; special, 50c each.



Snowhill Hydrangea

(Arborescens grandiflora)
Round, compact shrub with grand healthy foliage. July and August. Semi-dwarf. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each. 3 to 4 ft., reg. \$1.00; special, 75c each.



Silver Maple

(Acer dasycarpum)
Our most popular rapid growing shade tree. 6 to 8 ft., reg. \$1.00; special, 75c each. 10 to 12 ft., reg. \$2.00; special, \$1.50 each. 14 to 16 ft., reg. \$4.00; special, \$2.50 each.

The best assurance for you, of the purity of our stock, and evidence of the extreme care we exercise in keeping clean and true to name, is that we number among our best customers thousands who year after year continue to select our stock exclusively for their needs. In order that we may be of the greatest possible assistance to all of our customers we issue a comprehensive Descriptive Catalog, listing over 3000 varieties, along with a special booklet compiled by Mr. Cole, Sr. containing the information required for planting, pruning, and general care of Cole's wonderful assortment of living plants and flowers for the beautification of your home grounds.

Take advantage of our special Golden Anniversary Offerings, which are specially prepared and priced for your selection.

COLE'S FAVORITE LILAC COLLECTION

French Hybrid Lilacs are bushy semi-tall growers, excelling in size, shape and color of bloom and are extremely floriferous in early spring.
BELE DE NANCY. Double satiny pink.
GLOIRE DE LORRAINE. A most beautiful new variety. Heavenly blue flowers of mammoth size.
LUDWIG SEATTEL. Single, deep rich red. One of the latest flowering sorts.
MICHAEL BUCHNER. Plant dwarf. Blooms double; color pale lilac with interior of petals shaded blue.
MRS. CASIMIR PERIER. Double, creamy white. A dwarf grower.



Cole Nursery Co. Painesville, Ohio



Spirea Anthony Waterer

Probably our most popular dwarf shrub. Best in June but continues well until frost. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.



Spirea Thunbergii

Graceful, feathery foliage. Very early blooming, semi-dwarf. 2 to 3 ft., reg. 80c; special, 50c each. 3 to 4 ft., reg. \$1.00; special, 75c each.



Finest New Golden Bell

(Forsythia spectabilis)
One of our first shrubs to come into bloom. The Arnold Arboretum reported this as the latest of all Forsythias. Tall. 2 to 3 ft., reg. 40c; special, 30c each. 3 to 4 ft., reg. 75c; special, 50c each. 4 to 5 ft., extra bushy; reg. \$1.00; special, 75c each.



Bridal Wreath

(Spiraea Van Houttei)
The old favorite, glorious in its grace and grandeur. Tall. 3 to 4 ft., reg. 60c; special, 40c each. 4 to 5 ft., extra bushy, reg. 75c; special, 50c each. 5 to 6 ft., specimens, reg. \$1.25; special, 75c each.



**Hall's Japanese
Honeysuckle**

(Lonicera japonica)
Foliage nearly evergreen. Most useful for trellis, fence or ground cover. Strong, 2-yr. plants, reg. 50c; special, 40c each. Strong, 3-yr. plants, reg. 75c; special, 50c each.



Silver Lace or Chinese Fleece Vine

(Polygonum aubertii)
A most wonderful hardy new introduction that has practically displaced the popular old Clematis paniculata. Its great popularity is evidenced by the fact that we sold over twelve thousand (12,000) plants last year (its third year with us). Strong 1-yr. plants, reg. 50c; special, 40c each. Extra fine, 2-yr. plants, reg. 65c; special, 50c each.



Japanese Flowering Quince

(Cydonia japonica)
Most attractive semi-dwarf shrub with a glorious mass of bloom in early spring. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 65c; special, 50c each.

The next larger size in every instance represents practically one additional year's growth. Would you not your planting behind one year for such a small saving?
We recommend the larger grades.

Cut-Leaf White Birch

(Betula alba pendula)
(Not pictured)

Artistic drooping character. Very striking. 6 to 8 ft., reg. \$3.00; special, \$2.45. 8 to 10 ft., reg. \$3.75; special, \$3.25.

Mountain Ash

(Sorbus aucuparia)
(Not pictured)

A spectacular medium size tree bearing attractive red berries in midsummer. 6 to 8 ft., reg. \$1.75; special, \$1.45. 8 to 10 ft., reg. \$2.50; special, \$1.95.

Why buy weak, thin, "mail order" plants and wait years to obtain an effect when Cole's lush, thrifty, well-rooted stock costs so little more?



Rosy Tatarian Honeysuckle

(Lonicera tatarica rosea)
Flowers in May and June followed by attractive bright red berries in fall. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft., reg. 80c; special, 75c each.



**Lombardy
Poplar**

(Populus nigra italica)
Remarkably picturesque as pillars or screens. 8 to 10 ft., reg. \$1.25; special, 80c each. 12 to 15 ft., reg. \$2.45; special, \$1.95 each.

Japanese Flame Azalea

(Azalea mollis)

Grows thriftily when planted in peaty soil. Dwarf. 10 to 15 in., reg. 50c; special, 40c each. 18 to 24 in., reg. \$1.50; special, 95c each. 15 to 18 in., extra bushy, reg. \$3.00; special, \$2.50 each. 2 to 3 1/2 ft., specimens (20 to 40 flower buds), reg. \$5.50; special, \$3.50 each.

VIGORO

The Complete Plant Food

A fine, balanced fertilizer, clean, odorless and easy to apply. Directions for use with every package. 100-lb. bag for \$5.00. 50-lb. bag for \$3.00. 25-lb. bag for \$1.75. NOTE—Vigoro is prepaid only in our Cleveland trucking area. Elsewhere freight collect.



Purple-Leaf Plum

(Prunus pissardii)
Small tree; blue for color, massing or single specimens. 2 to 3 ft., reg. 60c; special, 40c each. 4 to 5 ft., reg. 90c; special, 75c each. 6 to 7 ft., reg. \$2.00; special, \$1.60 each.



Japanese Flame Azalea.

America's Finest Roses



1881

Cole's Anniversary Offering

of the Finest Selected Nursery Stock

1931

Everything That's Good and Hardy

Newest and Exceptional Roses

For fifty years The Cole Nursery Co., has stood as a Standard of Quality. We have adopted a policy of co-operation, both with nature and with our customers which has met with gratifying success throughout the years.

From a humble beginning, our nurseries have steadily pushed forward from the small rear garden patch growing a few hundred plants, to an organization of 700 acres now providing millions of plants annually for our friends living in the City, Farm and Suburban Homes.

Gratified as we are of our continued growth and success, since 1881—this Golden Jubilee year we are offering our many friends an opportunity of securing high quality Roses, Shrubs, Perennials, Evergreens, etc., at unusually attractive prices—made possible through our ability to produce enormous quantities and furnish living nursery stock to equal or surpass anything you can buy elsewhere.

Take advantage of our Golden Anniversary Bargains—You Will Save Money.

Cole's Supreme Everblooming Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c.
Offer R-3A. Your choice of any six Sensational New Roses, for only \$4.20.
Offer R-3B. Your choice of any twelve EXTRA grade 75c. Roses, except the six Sensational New Roses, for only \$7.80.
Cole's 2-year medium. As fine as most "first grade" Roses, except as noted, each, 50c.
Offer R-3C. Your choice of any six medium grade 50c. Roses, except the six Sensational New Roses, for only \$2.70.
Offer R-3D. Your choice of any twelve

Free Booklet, "How to Make Things Grow" Recently compiled by Mr. Cole Senior. Check full of valuable information on planting, pruning and care of nursery stock. This booklet free with orders for Cole's Golden Jubilee Plants. THIS IS IMPORTANT Cole's Bush Roses are Northern grown, neither mixed nor supplanted with Southern or California Roses. They are also budded on Multiflora Japonica Stocks—not "Over Root" and not budded on stock absolutely unsuitable for Northern Planting. New—want Northern grown Roses budded on Multiflora Japonica Stocks.



Rev. F. Page Roberts (Tea)
Extra grade, \$1.50 each.
Medium, \$1.00 each.



Mrs. Henry Murso (Tea)
Extra grade, \$1.00 each.
Medium grade, 75c each.



President Herbert Hoover (Tea).
Extra grade, \$2.00 each. Medium grade, \$1.50 each.



Mrs. E. P. Thom (Tea).



Paul's Scarlet Climber.



Beautiful New Butterfly Bush or Summer Lilac (Buddleia farquhar). By far the finest quality. Medium tall. Heavy, 2-year-old plants, reg. 60c; special, 40c each.



CALIFORNIA PRIVET (Ligustrum ovalifolium). The most popular hedge plant. Glossy, green foliage. Semi-evergreen. Cole's 50th Anniversary Friendship Offer. 12-18 in. strong, reg. 25 for \$1.25; special, 25 plants for only 95c.

Cole's Golden Anniversary Shrubs

Shrubs form the greater part of attractive plantings, and with careful placing and selecting of varieties they will become the most treasured beauties of your outdoors around the foundation of buildings, along the edges of the building lot and in occasional clumps along walks and driveways.

After fifty years of work and study it is any wonder that we feel we have acquired the necessary fundamentals regarding the proper handling of plants, and how they should be planted? We will gladly send you information regarding the proper selection of your plant material for the asking.

Everything That's Good and Hardy

Delivery Paid by Cole Nursery Co.

In addition to our great Golden Jubilee Price Reductions we are giving you another generous reduction in the form of FREE DELIVERY.

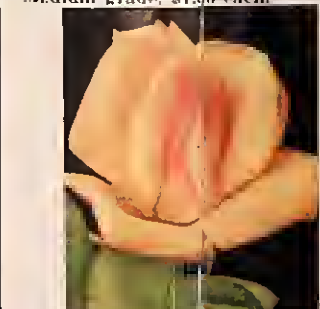
TRANSPORTATION CHARGES WILL BE PAID BY COLE to points in all states east of the Mississippi River, and north of and including Virginia and Tennessee.

Transportation by express, parcels post, truck or freight to be at the discretion of the Cole Nursery Co., except as noted in catalog. Heavy items out of the trucking zone will be sent by freight.

For Obtaining Immediate Effects

Coles guarantee their plants to be of the finest quality. You will be pleased with the extra-strong, thrifty well-branched tops, and the heavy fibrous root systems. These plants will greatly surprise you with instantaneous grandeur and beauty.

Etoile de Hollande (Tea).
Extra grade, \$1.50 each.
Medium grade, \$1.00 each.



Lady Margaret Stewart (Tea).
Extra grade, \$1.50 each.
Medium grade, \$1.00 each.

9 Beautiful Varieties

Nine (9) beautiful varieties (22 Shrubs) that will give you the same effect as illustrated.

FOUNDATION PLANTING

- Qty.
3 Hydrangea P. G., 18 in.
4 Spirea Van Houttei, 3 ft.
1 Lilac, 3 ft.
1 Golden Elder, 2 ft.
3 Weigela, Abel Carrieri, 2 ft.
4 Deutzia Gracilis, 18 in.
2 Japanese Barberry, 18 in.
1 New Red-Leaved Barberry, 15 in.
3 Spirea Thunbergi, 2 ft.



Cole's Golden Anniversary Offer No. 32

22 GLORIOUS SHRUBS - as pictured, using same size as in list opposite. Value \$12.85. Special Price \$8.90

Cole's Golden Anniversary Offer No. 34.

22 Glorious shrubs. Same as Offer No. 32, except that every shrub is one size larger. Beautiful special for immediate effects. Value, \$16.10. Special Price \$11.90



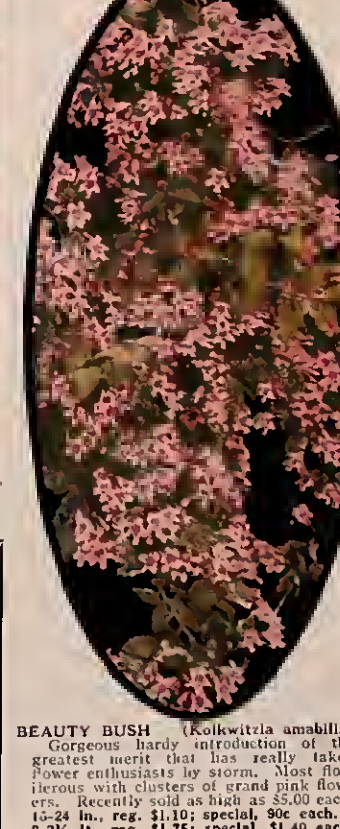
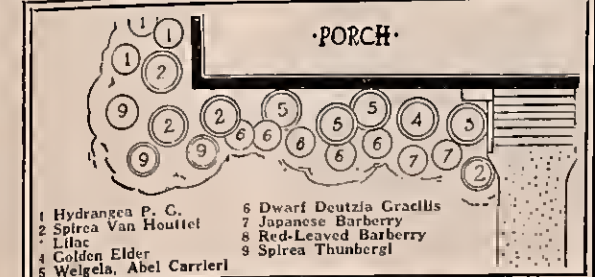
WHITE SNOWBERRY (Symphoricarpos racemosa). A favorite with all. Multitudes of waxy white fruits in late summer. Semi-dwarf. 2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each. 4 to 5 ft. specimens, reg. \$1.00; special, 75c each.



NEW KOREAN BRIDAL WREATH (Spirea trichocarpa). Sensational hardy variety with a profusion of bloom in June in graceful arching sprays. Tall. 18 to 24 in., reg. \$1.00; special, 90c each. 3 to 3 ft., reg. \$1.50; special, \$1.25 each.



NEW RED-LEAVED JAPANESE BARBERRY. Plant in full sun for best color. 12 to 15 in., bushy plants, reg. 60c; special, 40c each. 18 to 24 in., exceptionally fine plants, reg. \$1.00; special, 75c each.



BEAUTY BUSH (Kolkwitzia amabilis). Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most floriferous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 12-24 in., reg. \$1.10; special, 90c each. 2-3 ft., reg. \$1.75; special, \$1.40 each.

PINK ALMOND (Prunus glabra albipetala). A glorious burst of bloom in early spring. Semi-dwarf. 12-24 in. bushy, reg. 90c; special, 50c each. 2-3 ft., very bushy, reg. 90c; special, 75c each.

GOLDEN ELDER (Sambucus aurea). Our only worth-while tall growing golden leaved shrub. Very striking. Tall. 3-4 ft., heavy, reg. 50c; special, 40c each. 4-5 ft., extra heavy, reg. 90c; special, 75c each.